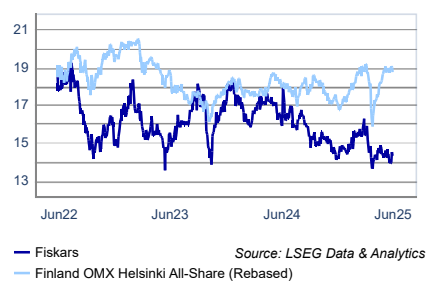


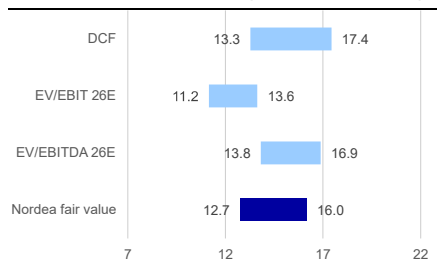
KEY DATA

Stock country	Finland
Bloomberg	FIS1V FH
Reuters	FSKRS.HE
Share price (close)	EUR 14.38
Free float	58%
Market cap. (bn)	EUR 1.16/EUR 1.16
Website	fiskarsgroup.com
Next report date	17 Jul 2025

PERFORMANCE



VALUATION APPROACH (EUR PER SHARE)



ESTIMATE CHANGES

Year	2025E	2026E	2027E
Sales	-3%	-4%	-3%
EBIT (adj)	-20%	-11%	-7%

Source: Nordea estimates

Nordea IB & Equity - Analysts

Joni Sandvall
Associate Director

Svante Krokfors
Director

Q2 likely to be very weak

Fiskars announced a profit warning on 12 June, and now expects adjusted EBIT of EUR 90-110m for 2025. Indirect impacts from US tariffs have materialised clearly faster than the company earlier anticipated, while the demand situation in Europe appears to remain weak. A rapid decline in demand has likely led the company to adjust its sourcing, which we expect to be visible in Q2 through lower gross margins. We assume Fiskars will be able to mitigate part of the negative impacts, but we foresee these measures to be visible only in H2. However, visibility remains very limited. We derive a lower DCF- and multiples-based fair value range of EUR 12.7-16.0 (13.1-16.4).

Profit warning due to a rapid demand decline

On 12 June, Fiskars announced a profit warning and now expects EUR 90-110m in adjusted EBIT for 2025 (2024: EUR 111.4m). Previously, the company expected its adjusted EBIT to increase in 2025, while Modular Finance consensus expected EUR 120m in adjusted EBIT. The main reasons for the guidance downgrade are US retailers' inventory controls and weakening demand in Europe. In addition to Fiskars BA, negative impacts have been visible also in Vita BA, which, in our view, limit visibility into H2. While the company has taken proactive measures, we believe these will be visible only in H2. Hence, lower sourcing volumes are likely to burden especially Q2 margins. We view the magnitude of the profit warning as a surprise and note increased uncertainty into H2.

We slash 2025E adjusted EBIT by 20% – led by Q2 revisions

Following the profit warning, we slash 2025E adjusted EBIT by 20% and model EUR 96.5m of adjusted EBIT, implying an 8.5% margin. Consensus estimates EUR 120m of adjusted EBIT for 2025. We note the company is coming to the end of its strategy period, and a new strategy launch could be postponed slightly, as it continues to search for a new CEO. Given its elevated leverage level and weakening profitability, we believe there is some risk on 2025 dividend levels (we model flat y/y DPS for 2025).

Fair value down to EUR 12.7-16.0 (13.1-16.4)

We expect short-term headwinds to fade towards the end of 2025. Ongoing profit-improvement measures are supporting earnings and should increase margins when demand improves. We shift our multiples-based valuation to 2026 and derive a lower DCF- and multiples-based fair value range of EUR 12.7-16.0 (13.1-16.4).

SUMMARY TABLE - KEY FIGURES

EURm	2021	2022	2023	2024	2025E	2026E	2027E
Total revenue	1,254	1,248	1,130	1,157	1,139	1,196	1,251
EBITDA (adj)	216	210	176	194	145	205	224
EBIT (adj)	154	151	110	111	96	132	149
EBIT (adj) margin	12.3%	12.1%	9.8%	9.6%	8.5%	11.0%	11.9%
EPS (adj, EUR)	1.20	1.40	1.01	1.25	0.82	1.10	1.26
EPS (adj) growth	24.6%	16.8%	-28.2%	24.3%	-34.2%	34.1%	13.9%
DPS (ord, EUR)	0.76	0.80	0.82	0.84	0.84	0.86	0.90
EV/Sales	1.6	1.3	1.7	1.5	1.5	1.4	1.3
EV/EBIT (adj)	13.2	10.5	17.2	15.3	17.2	12.4	10.9
P/E (adj)	19.2	11.0	17.7	11.9	17.5	13.0	11.4
P/BV	2.3	1.5	1.8	1.5	1.5	1.5	1.4
Dividend yield (ord)	3.3%	5.2%	4.6%	5.6%	5.8%	6.0%	6.3%
FCF Yield bef A&D, lease	4.7%	-10.8%	7.5%	2.3%	5.7%	7.9%	7.1%
Net debt	145	324	447	494	492	468	453
Net debt/EBITDA	0.7	1.7	2.7	4.1	3.6	2.3	2.0
ROIC after tax	12.8%	11.0%	7.0%	6.7%	5.9%	8.2%	9.1%

Source: Company data and Nordea estimates

Estimate revisions

Following the profit warning on 12 June, we slash 2025E adjusted EBIT by 20%, mainly owing to expected weak performance in Q2. For 2026E-27E, we cut adjusted EBIT by 7-11%, led by 3-4% negative top-line revisions.

ESTIMATE REVISIONS

EURm	New estimates				Old estimates				Difference %			
	Q2 2025E	2025E	2026E	2027E	Q2 2025E	2025E	2026E	2027E	Q2 2025E	2025E	2026E	2027E
Sales	258	1,139	1,196	1,251	282	1,179	1,245	1,292	-9%	-3%	-4%	-3%
Gross profit	119	544	585	619	136	575	612	638	-12%	-5%	-4%	-3%
Gross margin	46.3%	47.7%	48.9%	49.5%	48.3%	48.7%	49.1%	49.3%	-2.0pp	-1.0pp	-0.2pp	0.2pp
Adj. EBIT	4.5	96.5	132	149	21.6	120	148	160	-79%	-20%	-11%	-7%
Adj. EBIT margin	1.8%	8.5%	11.0%	11.9%	7.7%	10.2%	11.9%	12.4%	-5.9pp	-1.7pp	-0.8pp	-0.5pp
EBIT	6.0	63	130	149	18.6	82	146	160	-68%	-23%	-11%	-7%
EBIT margin	2.3%	5.5%	10.9%	11.9%	6.6%	6.9%	11.7%	12.4%	-4.3pp	-1.4pp	-0.8pp	-0.5pp
PTP	3.5	44	114	133	16.1	63	130	145	-78%	-30%	-12%	-8%
Adj. EPS, EUR	0.02	0.82	1.10	1.26	0.19	1.06	1.25	1.37	-92%	-22%	-12%	-8%
EPS, EUR	0.03	0.40	1.08	1.26	0.16	0.59	1.23	1.37	-78%	-31%	-12%	-8%
DPS, EUR		0.84	0.86	0.90		0.86	0.88	0.92		-2%	-2%	-2%

Business areas	Q2 2025E	2025E	2026E	2027E	Q2 2025E	2025E	2026E	2027E	Q2 2025E	2025E	2026E	2027E
Sales												
Vita	123.0	599.6	635.6	673.7	130.8	616.5	659.6	692.6	-6%	-3%	-4%	-3%
Fiskars	133.7	534.8	556.2	572.8	150.2	558.5	580.8	595.4	-11%	-4%	-4%	-4%
Other	1.0	4.2	4.2	4.2	1.0	4.2	4.2	4.2	0%	0%	0%	0%
TOTAL	258	1,139	1,196	1,251	282.0	1,179	1,245	1,292.2	-9%	-3%	-4%	-3%
Adj. EBIT												
Vita	-3.8	48.0	73.9	85.2	3.8	60.1	82.8	92.1	-199%	-20%	-11%	-8%
Fiskars	12.3	65.6	75.5	81.2	21.8	77.0	82.2	85.6	-44%	-15%	-8%	-5%
Other	-4.0	-17.1	-17.3	-17.5	-4.0	-17.1	-17.3	-17.5	0%	0%	0%	0%
TOTAL	4.5	96.5	132.1	148.9	21.6	120.0	147.7	160.2	-79%	-20%	-11%	-7%
Adj. EBIT margin												
Vita	-3.1%	8.0%	11.6%	12.6%	2.9%	9.8%	12.6%	13.3%	-5.9pp	-1.7pp	-0.9pp	-0.7pp
Fiskars	9.2%	12.3%	13.6%	14.2%	14.5%	13.8%	14.2%	14.4%	-5.3pp	-1.5pp	-0.6pp	-0.2pp
Other	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.
TOTAL	1.8%	8.5%	11.0%	11.9%	7.7%	10.2%	11.9%	12.4%	-5.9pp	-1.7pp	-0.8pp	-0.5pp

Source: Nordea estimates

Detailed estimates

QUARTERLY GROUP ESTIMATES (EURm; EPS IN EUR)

EURm	Q1 23	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25E	Q3 25E	Q4 25E
Net sales	275.0	267.8	241.2	345.7	282.9	281.0	255.9	337.2	291.8	257.7	254.9	334.2
growth y/y	-17%	-16%	-18%	14%	3%	5%	6%	-2%	3%	-8%	0%	-1%
LFL	-13%	-13%	-13%	-4%	-6%	-5%	-7%	-2%	2%	-7%	0%	1%
Gross profit	127.7	125.3	113.6	144.7	122.8	123.5	107.9	162.7	138.1	119.3	121.2	165.1
Gross margin	46.4%	46.8%	47.1%	41.9%	43.4%	44.0%	42.2%	48.3%	47.3%	46.3%	47.5%	49.4%
Other operating income	0.5	0.7	0.8	26.9	1.7	1.7	-3.0	5.3	3.9	1.5	2.0	3.0
Sales and marketing	-62.6	-70.3	-66.5	-93.3	-76.9	-82.4	-70.9	-94.2	-79.4	-82.4	-69.1	-89.5
Administration	-30.9	-28.4	-29.7	-35.5	-33.6	-33.2	-28.8	-36.5	-34.5	-32.2	-27.8	-34.0
R&D	-5.6	-4.8	-4.3	-5.1	-4.8	-4.9	-4.7	-4.4	-5.5	-4.0	-4.0	-4.0
Goodwill and trademark	0	0	0	0	0	0	0	0	0	0	0	0
Other operating expenses	0.0	-0.4	-0.1	-3.8	-2.9	-4.4	-1.0	-2.0	-27.2	3.9	-1.4	-0.2
EBIT	29.1	22.1	13.7	34.0	6.4	0.3	-0.5	30.9	-4.6	6.0	20.8	40.3
EBIT margin	10.6%	8.3%	5.7%	9.8%	2.3%	0.1%	-0.2%	9.2%	-1.6%	2.3%	8.2%	12.1%
NRI	-2.3	-1.2	-4.3	-3.7	-18.7	-19	-24.7	-12	-31.4	1.5	-2	-2
Adj. EBIT	31.4	23.3	18.0	37.7	25.1	19.2	24.3	42.9	26.8	4.5	22.8	42.3
Adj. EBIT margin	11.4%	8.7%	7.5%	10.9%	8.9%	6.8%	9.5%	12.7%	9.2%	1.8%	9.0%	12.7%
Change in fair value of biological assets	1.1	1.5	1.2	1	1	1.1	1.7	2.8	0.7	1	1	1
Financial income and expenses	-3.6	-7.1	-3.2	-10.0	-3.8	-9.0	-5.6	-6.8	-12.2	-3.5	-3.5	-3.5
PTP	26.6	16.5	11.7	25.0	3.6	-7.6	-4.4	26.9	-16.1	3.5	18.3	37.8
Taxes	-5.8	-4.0	-2.8	3.0	-1.2	1.7	-1.6	9.9	3.0	-0.8	-4.0	-8.3
Discontinued operations	0	0	0	0	0	0	0	0	0	0	0	0
Profit for the period	20.8	12.5	8.9	28.0	2.4	-5.9	-6.0	36.8	-13.1	2.8	14.3	29.5
Minority	0.3	0	0	-0.1	0	0.3	0	0	0.1	0.2	0.2	0.2
EPS	0.25	0.15	0.11	0.35	0.03	-0.08	-0.07	0.45	-0.16	0.03	0.17	0.36
Adj. EPS	0.29	0.17	0.16	0.39	0.26	0.16	0.23	0.60	0.23	0.02	0.20	0.39

Source: Company data and Nordea estimates

QUARTERLY ESTIMATES BY BUSINESS AREA

Business areas, EURm	Q1 23	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25E	Q3 25E	Q4 25E
Net sales												
Vita	107.7	113.7	119.4	214.5	125.9	129.9	139.2	210.1	127.1	123.0	139.9	209.6
Fiskars	166.8	153.0	120.6	130.0	156.0	150.1	115.2	125.8	163.5	133.7	114.0	123.6
Other	0.5	1.1	1.2	1.2	1.0	1.0	1.5	1.3	1.2	1.0	1.0	1.0
GROUP	275.0	267.8	241.2	345.7	282.9	281.0	255.9	337.2	291.8	257.7	254.9	334.2
Adj. EBIT												
Vita	7.8	3.0	16.9	34.7	-0.1	1.6	12.7	33.3	1.3	-3.8	14.9	35.6
Fiskars	30.6	24.6	11.0	7.4	29.5	22.3	13.6	11.9	30.6	12.3	11.9	10.8
Other	-7.2	-4.2	-10.0	-4.4	-4.3	-4.7	-2.0	-2.3	-5.1	-4.0	-4.0	-4.0
GROUP	31.2	23.4	17.9	37.7	25.1	19.2	24.3	42.9	26.8	4.5	22.8	42.3
Adj. EBIT margin												
Vita	7.2%	2.6%	14.2%	16.2%	-0.1%	1.2%	9.1%	15.8%	1.0%	-3.1%	10.7%	17.0%
Fiskars	18.3%	16.1%	9.1%	5.7%	18.9%	14.9%	11.8%	9.5%	18.7%	9.2%	10.5%	8.7%
GROUP	11.3%	8.7%	7.4%	10.9%	8.9%	6.8%	9.5%	12.7%	9.2%	1.8%	9.0%	12.7%
Sales growth, %												
Vita	-11%	-10%	-15%	22%	17%	14%	17%	-2%	1%	-5%	1%	0%
Fiskars	-21%	-20%	-20%	2%	-6%	-2%	-4%	-3%	5%	-11%	-1%	-2%
GROUP	-17%	-16%	-18%	14%	3%	5%	6%	-2%	3%	-8%	0%	-1%
Sales split, %												
Vita	39%	42%	50%	62%	45%	46%	54%	62%	44%	48%	55%	63%
Fiskars	61%	57%	50%	38%	55%	53%	45%	37%	56%	52%	45%	37%

Source: Company data and Nordea estimates

ANNUAL GROUP ESTIMATES (EURm; EPS AND DPS IN EUR)

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E	2024-27E CAGR
Net sales	1185.5	1118.5	1090.4	1116.2	1254.3	1248.4	1129.7	1157.0	1138.6	1195.9	1250.7	3%
growth y/y	-2%	-6%	-3%	2%	12%	0%	-10%	2%	-2%	5%	5%	
LFL	2%	-2%	-4%	4%	14%	2%	-11%	-5%	-1%	5%	5%	
Gross profit	512.2	485.0	447.3	452.0	539.7	556.0	511.3	516.9	543.6	585.4	619.1	6%
Gross margin	43.2%	43.4%	41.0%	40.5%	43.0%	44.5%	45.3%	44.7%	47.7%	48.9%	49.5%	
Other operating income	7.1	5.2	1.9	6.4	4.1	5.6	28.9	5.7	10.4	10.6	10.8	
Sales and marketing	-300.2	-281.4	-284.4	-241.4	-267.5	-276.2	-292.7	-324.4	-320.4	-323.7	-336.3	1%
Administration	-99.9	-90.1	-86.1	-90.4	-116.9	-120.9	-124.5	-132.1	-128.5	-123.8	-126.3	-1%
R&D	-18.8	-18.4	-18.5	-16.5	-15.5	-20.8	-19.8	-18.8	-17.5	-17.0	-17.0	-3%
Goodwill and trademark	0	0	0	-11.4	0	0	0	0	0	0	0	
Other operating expenses	-2.5	-8.8	-0.3	-0.7	-1.1	-8.9	-4.3	-10.3	-25.0	-1.3	-1.4	-49%
EBIT	97.9	91.5	59.9	98.0	142.8	134.8	98.9	37.0	62.6	130.1	148.9	59%
EBIT margin	8.3%	8.2%	5.5%	8.8%	11.4%	10.8%	8.8%	3.2%	5.5%	10.9%	11.9%	
NRI	-5.8	-9.2	-17.7	-10.9	-11.5	-16.2	-11.5	-74.4	-33.9	-2.0	0.0	
Adj. EBIT	103.7	100.7	77.6	108.9	154.3	151.0	110.4	111.4	96.5	132.1	148.9	10%
Adj. EBIT margin	8.7%	9.0%	7.1%	9.8%	12.3%	12.1%	9.8%	9.6%	8.5%	11.0%	11.9%	
Change in fair value of biological assets	0.7	2	-0.3	0.8	1.3	1.1	4.8	6.6	3.7	1	1	
Financial income and expenses	119.3	9.4	3.4	-8.8	0	-11.6	-23.9	-25.2	-22.7	-16.7	-16.7	
PTP	217.9	102.9	63.0	90.0	144.1	124.3	79.8	18.4	43.6	114.4	133.2	93%
Taxes	-50.8	-21.1	-10.8	-21.4	-56.5	-25.0	-9.6	8.8	-10.1	-26.3	-30.6	
Discontinued operations	0	0	0	0	0	0	0	0	0	0	0	
Profit for the period	167.1	81.8	52.2	68.6	87.6	99.3	70.2	27.2	33.5	88.1	102.6	56%
Minority	0.7	0.2	0.7	0.7	0.9	0.8	0.2	0.3	0.7	0.7	0.7	
EPS	2.03	1.00	0.63	0.83	1.06	1.20	0.86	0.33	0.40	1.08	1.26	56%
Adj. EPS	2.10	1.11	0.84	0.96	1.20	1.40	1.01	1.25	0.82	1.10	1.26	
DPS	0.72	5.85	0.56	0.60	0.76	0.80	0.82	0.84	0.84	0.86	0.90	

Source: Company data and Nordea estimates

ANNUAL ESTIMATES BY BUSINESS AREA

Business areas, EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E	2024-27E CAGR
Net sales												
Vita			501	457	545	564	555	605	600	636	674	4%
Fiskars			586	656	706	681	570	547	535	556	573	2%
Other			4	4	4	4	4	5	4	4	4	-4%
GROUP			1090	1116	1254	1248	1130	1157	1139	1196	1251	3%
Adj. EBIT												
Vita			38.9	41.0	79.2	85.6	62.4	47.5	48.0	73.9	85.2	22%
Fiskars			59.1	108.5	88.1	82.7	73.6	77.3	65.6	75.5	81.2	2%
Other			-12.4	-12.9	-13.1	-17.3	-25.8	-13.3	-17.1	-17.3	-17.5	10%
GROUP			77.6	108.9	154.3	151.0	110.4	111.4	96.5	132.1	148.9	10%
Adj. EBIT margin												
Vita			7.8%	9.0%	14.5%	15.2%	11.2%	7.8%	8.0%	11.6%	12.6%	
Fiskars			10.1%	16.5%	12.5%	12.1%	12.9%	14.1%	12.3%	13.6%	14.2%	
GROUP			7.1%	9.8%	12.3%	12.1%	9.8%	9.6%	8.5%	11.0%	11.9%	
Sales growth, %												
Vita				-9%	19%	4%	-2%	9%	-1%	6%	6%	
Fiskars				12%	8%	-4%	-16%	-4%	-2%	4%	3%	
GROUP				2%	12%	0%	-10%	2%	-2%	5%	5%	
Sales split, %												
Vita			46%	41%	43%	45%	49%	52%	53%	53%	54%	
Fiskars			54%	59%	56%	55%	50%	47%	47%	47%	46%	

Source: Company data and Nordea estimates

Valuation

Based on a broad multiples-based approach and a DCF model, we derive a fair value range of EUR 12.7-16.0 (13.1-16.4) per share for Fiskars Group. Our peer group consists of 13 listed peers, six of which are Nordic consumer goods peers and seven of which are global peers with exposure to at least one of Fiskars' three business areas.

We use a multiples- and DCF-based valuation approach

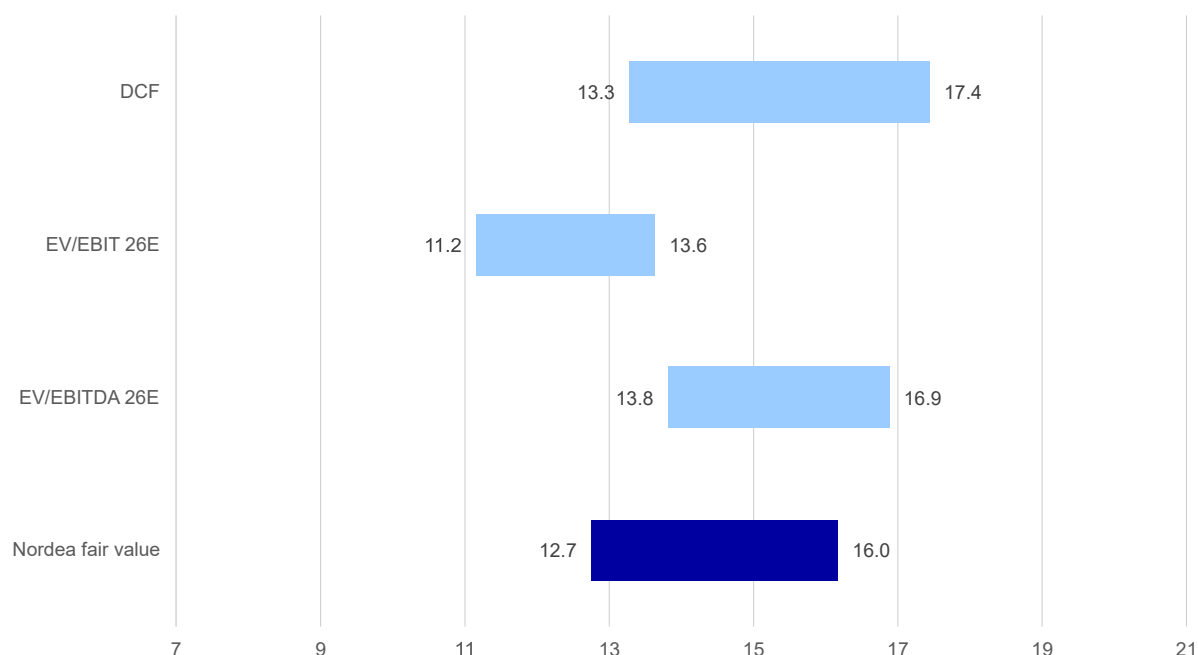
We derive a fair value range of EUR 12.7-16.0 for Fiskars

Using a combination of valuation multiples and a DCF model, we derive a fair value range of EUR 12.7-16.0 per share for Fiskars.

Our fair value range is based on 13 peers and a DCF model

Fiskars has no direct listed peers in the Nordics or globally. We therefore select a peer group that reflects Fiskars' offering and company profile. We categorise the companies into global and Nordic peers. Our global group consists of seven peers with exposure to at least one of Fiskars' three business areas. The Nordic group includes six consumer goods peers. We base our valuation on a DCF model combined with Nordic peer group valuation multiples for 2025E.

FAIR VALUE RANGE BASED ON DIFFERENT VALUATION METHODS (EUR)



Source: Nordea estimates

FISKARS: DERIVED VALUATION MULTIPLES USING OUR FAIR VALUE RANGE AND THE CURRENT SHARE PRICE

	Share price EUR 12.7			Share price EUR 16			Current share price EUR 14		
	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
EV/sales	1.3x	1.3x	1.2x	1.6x	1.5x	1.4x	1.4x	1.3x	1.3x
EV/EBITDA	10.5x	7.3x	6.6x	12.3x	8.6x	7.8x	11.2x	7.8x	7.1x
EV/EBIT	15.8x	11.3x	10.0x	18.5x	13.3x	11.7x	16.8x	12.1x	10.6x
P/E	15.4x	11.5x	10.1x	19.4x	14.5x	12.7x	17.0x	12.7x	11.1x
FCF yield	6.4%	8.9%	8.1%	5.1%	7.1%	6.4%	5.8%	8.1%	7.3%
Dividend yield	6.6%	6.8%	7.1%	5.3%	5.4%	5.6%	6.0%	6.2%	6.4%

*Share price as of 13 June 2025

Source: Nordea estimates

Relative valuation

There are no direct peers for Fiskars, so we use a blended peer group

As noted before, there are no direct listed peers for Fiskars in the Nordics or globally. Among the Nordic companies, Husqvarna is a relevant peer for the Fiskars business area, while among global peers, Villeroy & Boch AG and Groupe SEB are relevant for Vita. Luxury brand Hermès is included on our global peers list to reflect Fiskars Group's exposure to luxury brands, representing more than one-third of group sales.

We use a Nordic peer group in our valuation

In our approach, we use a Nordic peer group to calculate the relevant average and median valuation multiples.

PEER GROUP VALUATION MULTIPLES

	EV / SALES			EV / EBITDA			EV / EBIT			P/E		
	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
Global Peers												
Hermes International Sca	14.0x	12.7x	11.5x	31.0x	27.5x	24.4x	34.7x	30.7x	27.3x	50.7x	43.7x	38.8x
Lifetime Brands Inc	0.4x	0.4x	0.4x	5.6x	5.0x		11.4x	10.7x	10.3x	14.5x	7.5x	8.1x
Newell Brands Inc	0.9x	0.9x	0.9x	7.1x	6.7x	6.0x	10.2x	9.4x	8.3x	7.5x	7.0x	6.2x
Seb Sa	0.7x	0.7x	0.7x	5.9x	5.2x	4.7x	8.1x	7.1x	6.3x	9.9x	8.8x	8.0x
Societe Bic Sa	0.9x	0.9x	0.9x	4.7x	4.3x	4.4x	6.3x	5.7x	5.8x	9.6x	9.2x	8.9x
Stanley Black & Decker Inc	1.1x	1.0x	1.0x	9.5x	7.9x	6.7x	11.6x	9.2x	7.5x	15.1x	11.4x	9.4x
Villeroy & Boch Ag	0.4x	0.4x	0.4x	4.0x	3.2x	2.7x	8.1x	5.7x	4.2x	13.1x	8.7x	6.5x
Global Average	2.6x	2.4x	2.3x	9.7x	8.5x	8.1x	12.9x	11.2x	9.9x	17.2x	13.7x	12.3x
Global Median	0.9x	0.9x	0.9x	5.9x	5.2x	5.3x	10.2x	9.2x	7.5x	13.1x	8.8x	8.1x
Nordic Peers												
Amer Sports Inc	3.6x	3.2x	2.8x	20.3x	17.4x	14.1x	28.4x	23.2x	18.1x	46.5x	35.9x	28.8x
Husqvarna Ab	0.9x	0.8x	0.8x	6.4x	5.4x	4.8x	11.9x	9.3x	8.0x	14.6x	10.6x	9.4x
Marimekko Oyj	2.6x	2.5x	2.3x	11.6x	10.4x	9.5x	14.8x	13.0x	11.7x	19.0x	16.9x	15.2x
Orthex Oyj	1.2x	1.1x	1.0x	7.2x	6.3x	5.7x	10.7x	8.9x	7.8x	13.3x	10.4x	9.7x
Rapala Vmc Oyj	0.5x	0.5x	0.5x	5.0x	4.5x	4.2x	11.7x	8.5x	7.6x		27.3x	8.8x
Thule Group Ab	3.2x	3.0x	2.8x	15.6x	13.8x	12.7x	18.5x	16.0x	14.5x	22.9x	19.2x	17.3x
Nordic Average	2.0x	1.8x	1.7x	11.0x	9.6x	8.5x	16.0x	13.1x	11.3x	23.2x	20.1x	14.9x
Nordic Median	1.9x	1.8x	1.7x	9.4x	8.3x	7.6x	13.4x	11.1x	9.9x	19.0x	18.0x	12.4x
Total Average	2.3x	2.2x	2.0x	10.3x	9.0x	8.3x	14.3x	12.1x	10.6x	19.7x	16.7x	13.5x
Total Median	0.9x	0.9x	0.9x	7.1x	6.3x	5.9x	11.6x	9.3x	8.0x	14.6x	10.6x	9.4x
Fiskars (NDA)	1.5x	1.4x	1.4x	8.8x	11.4x	7.9x	15.3x	17.1x	12.3x	11.9x	17.3x	12.9x
<i>difference (median)</i>	56%	53%	48%	23%	80%	35%	32%	84%	53%	-18%	63%	38%
Fiskars (cons.)	1.5x	1.4x	1.4x	9.2x	7.6x	7.2x	13.9x	11.8x	10.9x	14.6x	12.2x	10.9x
<i>difference (median)</i>	56%	50%	49%	28%	21%	22%	19%	28%	35%	0%	15%	16%

Note: Data as of 13 June 2025

Source: LSEG Data & Analytics and Nordea estimates

DCF valuation

Our DCF model suggests a fair equity value range of EUR 1.1-1.4bn, i.e. EUR 13.3-17.4 per share

On top of our relative valuation, we use a standard DCF model in our valuation of Fiskars. Below we illustrate the general assumptions that we use for calculating our DCF value range. Based on a WACC of 7.8-9.4%, our DCF indicates a fair equity value range of EUR 1.1-1.4bn, i.e. EUR 13.3-17.4 per share. The valuation model is built upon a stringent DCF framework, in which our ROIC-WACC modelling prevents above-market returns in perpetuity.

DCF VALUATION ASSUMPTIONS

Averages and assumptions	2025-30	2031-35	2036-40	2041-45	2046-50	2051-55	Sust.
Sales growth, CAGR	4.2%	2.5%	2.5%	2.5%	2.5%	2.5%	
EBIT margin, excl associates	11.2%	11.5%	11.5%	11.5%	11.5%	6.0%	
Capex/depreciation, x	1.1	1.0	1.0	1.0	1.0	1.0	
Capex/sales	6.6%	6.0%	6.0%	6.0%	6.0%	6.0%	
NWC/sales	19.7%	15.0%	15.0%	15.0%	15.0%	15.0%	
FCCF, CAGR	7.8%	-8.4%	2.5%	2.5%	2.5%	-11.9%	2.5%

Source: Nordea estimates

An estimated 53% of the DCF value is related to the first ten years, and 91% falls into our 30-year estimate cycle, according to the table below. We apply a 2.5% terminal growth rate, which is in line with Nordea's standard assumption. The applied WACC of 7.8-9.4% is based on Nordea's standard assumption of the risk-free rate and risk premium, as well as a beta of 1.6-2.1x and a 70% equity weighting.

DCF VALUE BREAKDOWN FOR FISKARS (EUR/SHARE)

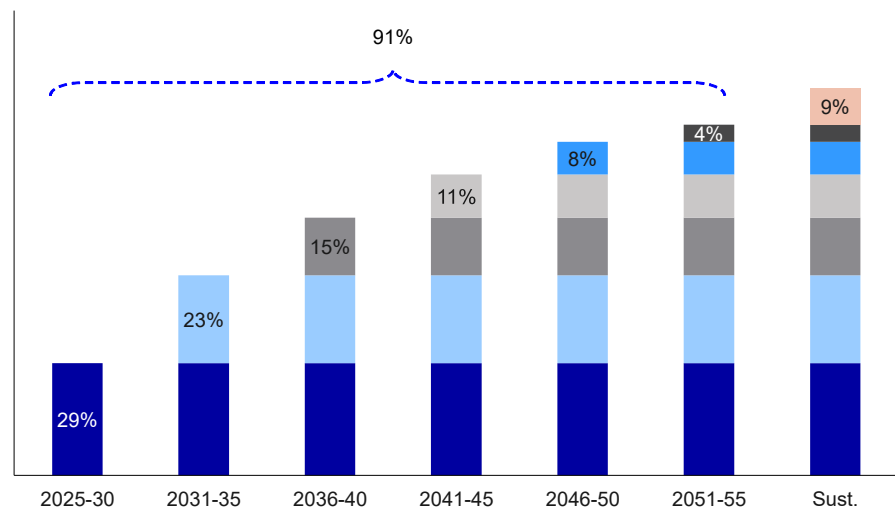
DCF value	Value	Per share
NPV FCFF	1517 - 1854	18.7 - 22.9
(Net debt)	-494	-6.1
Market value of associates	0	0.0
(Market value of minorities)	-4	-0.1
Surplus values	0	0.0
(Market value preference shares)	0	0.0
Share based adjustments	0	0.0
Other adjustments	0	0.0
Time value	57	0.7
DCF Value	1075 - 1412	13.3 - 17.4

Source: Nordea estimates

WACC BREAKDOWN FOR FISKARS

WACC components	
Risk-free interest rate	3.5%
Market risk premium	4.0%
Forward looking asset beta	n.m.
Beta debt	0.0
Forward looking equity beta	1.6-2.1
Cost of equity	9.7-12.1%
Cost of debt	4.0%
Tax-rate used in WACC	21%
Equity weight	70%
WACC	7.8-9.4%

Source: Nordea estimates

DCF VALUE BREAKDOWN FOR FISKARS, 2025E-55E

Source: Nordea estimates

DCF sensitivity

In the table below, we provide a DCF sensitivity analysis of the equity value, with varying levels of sales growth, EBIT margins and WACC. Using changes of ± 0.5 pp for WACC, ± 0.5 pp for sales growth and ± 0.5 pp for the EBIT margin, our DCF model yields a value range of EUR 13.3-17.7 per share, as shown in the table below.

DCF SENSITIVITY (EUR PER SHARE)

		WACC				
		7.5%	8.0%	8.5%	9.0%	9.5%
EBIT marg. change	+1.0pp	20.6	18.5	16.8	15.3	13.9
	+0.5pp	19.7	17.7	16.1	14.6	13.4
		18.8	16.9	15.4	14.0	12.8
	-0.5pp	17.8	16.1	14.6	13.3	12.2
	-1.0pp	16.9	15.3	13.9	12.7	11.6
		WACC				
		7.5%	8.0%	8.5%	9.0%	9.5%
Sales gr. change	+1.0pp	20.6	18.5	16.7	15.2	13.8
	+0.5pp	19.6	17.7	16.0	14.6	13.3
		18.8	16.9	15.4	14.0	12.8
	-0.5pp	17.9	16.2	14.8	13.5	12.3
	-1.0pp	17.2	15.6	14.2	13.0	11.9
		Sales growth change				
		-1.0pp	-0.5pp	+0.5pp	+1.0pp	
EBIT margin change	+1.0pp	15.5	16.1	16.8	17.5	18.3
	+0.5pp	14.8	15.4	16.1	16.8	17.5
		14.2	14.8	15.4	16.0	16.7
	-0.5pp	13.6	14.1	14.6	15.2	15.9
	-1.0pp	12.9	13.4	13.9	14.5	15.1

Source: Nordea estimates

- A +/-1pp sales growth change translates to a change of +9/-8% in the fair value

- A +/-1pp EBIT margin change translates into a change of $\pm 9\%$ in the fair value

Risk factors

Below, we introduce the key risk factors that we believe could affect Fiskars' operations and financial performance.

<p>Macroeconomic uncertainties relate mainly to consumer behaviour and consumer confidence</p>	<p>Macroeconomic environment</p> <p>The current macroeconomic environment creates uncertainties for Fiskars, owing to possible changes in consumer behaviour and possibly lower consumer demand. On a global scale, economic growth is expected to remain subdued. Exchange rates could also exert pressure on net sales and profitability, although we note that Fiskars has diversified its commercial footprint.</p>
<p>Political risks, e.g. related to China</p>	<p>Political environment</p> <p>Given the rise in global political tensions, there is risk of trade disputes, sanctions, import restrictions and other geopolitical conflicts, all of which could have a materially adverse impact on the net sales and profits for Fiskars. As China is one of the key supplier countries and a strategic focus for Fiskars, any sanctions or import restrictions would have a negative impact on the company.</p>
<p>Functioning supply chains are important for Fiskars Group</p>	<p>Supply chain and suppliers</p> <p>As seen during the COVID-19 pandemic, any disturbances to the global supply chain could have a negative impact on Fiskars' net sales and profitability. Given the current macroeconomic environment, the company may face significant fluctuations in prices, as well as issues related to the availability or quality of raw materials, energy, components and finished products from suppliers.</p> <p>Fiskars manages the price, availability and quality risks inherent in contracts with multiple suppliers and by continually seeking alternative sustainable materials. The company also holds extensive business interruption insurance.</p>
<p>Fiskars has its own manufacturing facilities in Europe, Asia and the US, in addition to its suppliers</p>	<p>Interruptions to its own manufacturing</p> <p>In addition to its supply partners, Fiskars has its own manufacturing facilities in Europe, Asia and the US. Most of these suppliers are located in Asia. Any interruptions to its own manufacturing efforts could have a negative impact on the net sales and the profitability of Fiskars. If not met, the high sustainability and quality requirements from customers could have a negative impact on the company's employer or brand reputation, as well as on consumers' trust in the brands.</p> <p>Fiskars strives to build strong and long-term relationships with trusted suppliers to mitigate any risks before they arise. Suppliers are required to follow the Fiskars Supplier Code of Conduct, which sets out non-negotiable minimum standards.</p>
<p>Changes in consumer behaviour patterns, e.g. accelerating growth in the share of online sales, could affect Fiskars Group's net sales and profitability</p>	<p>Consumer behaviour</p> <p>In addition to potentially lower demand caused by the macroeconomic environment, longer-term changes in consumer behaviour could materialise. An increase in online sales could burden physical store sales and have a negative impact on Fiskars' sales and profitability. Digitalisation may also cause faster changes in consumer preferences or introduce new competition to the market.</p> <p>Fiskars focuses on increasing its direct sales, including via its online and own store channels, as well as sustainability, by innovating circular designs and new business models to address the needs of the modern consumer.</p>
<p>Consolidation among wholesale and retail customers could result in lower pricing power</p>	<p>Customers</p> <p>Fiskars' main customers are wholesale and retail customers, so it is exposed to changes in the retail landscape. Any consolidation of the market could lead to lower pricing power. Retailers may also switch their focus in favour of private-label items, heralding lower sales for Fiskars' products.</p> <p>Fiskars enjoys a diverse customer base – no single customer accounts for more than 5% of overall revenue.</p>

Fiskars Group depends on centralised IT systems that could be affected, e.g. by cyberattacks

IT systems and cybersecurity

Fiskars, like most other large companies, increasingly depends on centralised IT systems and suppliers that hold and process critical business information. Breaches or cyberattacks could hurt Fiskars' reputation and, in turn, hit sales and profits. The development of IT systems typically requires a large investment, while rapid developments within IT could lead them to become obsolete sooner than anticipated.

Fiskars integrates risk management into its decision-making. The security and capabilities of its IT systems are underpinned by various security technologies, including network, endpoint and cloud detection and response, firewalls, threat intelligence and security operations.

Some product categories are affected by outside forces, such as weather

Seasonality

Fiskars' product categories have seasonal patterns, and negative events relating to product availability, demand or increased manufacturing or logistics costs during the high season can have a substantial bearing on full-year sales and profits. Owing to the seasonality of some product categories, weather can have a significant impact on the demand for gardening or snow tools.

Fiskars addresses this seasonality by maintaining a broad and diversified product portfolio and a wide geographical footprint.

Acquisitions, although not high on Fiskars Group's agenda, could pose a risk

Acquisitions

Although acquisitions are not central to its strategy, the company could grow via acquisitions. Acquired businesses may not perform as expected, key individuals may quit and integration costs may top expectations. Synergies could also disappoint.

Fiskars Group's financial investments could cause fluctuations in group earnings

Financial investments

Fiskars' financial investments centre on unlisted private equity funds. The value of its investments may fluctuate with the financial markets and their fair value can be affected by changing profits and losses.

Reported numbers and forecasts

INCOME STATEMENT

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E
Total revenue	1,186	1,119	1,090	1,116	1,254	1,248	1,130	1,157	1,139	1,196	1,251
Revenue growth	-1.6%	-5.7%	-2.5%	2.4%	12.4%	-0.5%	-9.5%	2.4%	-1.6%	5.0%	4.6%
of which organic	1.5%	-2.4%	-3.9%	3.8%	14.2%	1.7%	-10.7%	-5.0%	-1.0%	5.0%	4.6%
of which FX	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
EBITDA	137	135	119	174	204	194	165	120	138	203	224
Depreciation and impairments PPE	-39	-44	-60	-76	-62	-59	-66	-83	-76	-73	-75
of which leased assets	0	0	-24	-24	-24	-24	-26	-32	-32	-33	-33
EBITA	98	92	60	98	143	135	99	37	63	130	149
Amortisation and impairments	0	0	0	0	0	0	0	0	0	0	0
EBIT	98	92	60	98	143	135	99	37	63	130	149
of which associates	0	0	0	0	0	0	0	0	0	0	0
Associates excluded from EBIT	0	0	0	0	0	0	0	0	0	0	0
Net financials	11	9	3	-9	0	-12	-24	-25	-23	-17	-17
of which lease interest	0	0	0	0	0	0	0	0	0	0	0
Changes in value, net	109	2	0	1	1	1	5	7	4	1	1
Pre-tax profit	218	103	63	90	144	124	80	18	44	114	133
Reported taxes	-51	-21	-11	-21	-57	-25	-10	9	-10	-26	-31
Net profit from continued operations	167	82	52	69	88	99	70	27	33	88	103
Discontinued operations	0	0	0	0	0	0	0	0	0	0	0
Minority interests	-1	0	-1	-1	-1	-1	0	0	-1	-1	-1
Net profit to equity	166	82	52	68	87	99	70	27	33	87	102
EPS, EUR	2.03	1.00	0.63	0.83	1.06	1.20	0.86	0.33	0.40	1.08	1.26
DPS, EUR	0.72	5.85	0.56	0.60	0.76	0.80	0.82	0.84	0.84	0.86	0.90
of which ordinary	0.72	5.85	0.56	0.60	0.76	0.80	0.82	0.84	0.84	0.86	0.90
of which extraordinary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Profit margin in percent

EBITDA	11.5%	12.1%	11.0%	15.6%	16.3%	15.6%	14.6%	10.3%	12.1%	17.0%	17.9%
EBITA	8.3%	8.2%	5.5%	8.8%	11.4%	10.8%	8.8%	3.2%	5.5%	10.9%	11.9%
EBIT	8.3%	8.2%	5.5%	8.8%	11.4%	10.8%	8.8%	3.2%	5.5%	10.9%	11.9%

Adjusted earnings

EBITDA (adj)	143	145	137	185	216	210	176	194	145	205	224
EBITA (adj)	104	101	78	109	154	151	110	111	69	132	149
EBIT (adj)	104	101	78	109	154	151	110	111	96	132	149
EPS (adj, EUR)	2.10	1.11	0.84	0.96	1.20	1.40	1.01	1.25	0.82	1.10	1.26

Adjusted profit margins in percent

EBITDA (adj)	12.0%	12.9%	12.6%	16.6%	17.2%	16.9%	15.6%	16.8%	12.7%	17.1%	17.9%
EBITA (adj)	8.7%	9.0%	7.1%	9.8%	12.3%	12.1%	9.8%	9.6%	6.1%	11.0%	11.9%
EBIT (adj)	8.7%	9.0%	7.1%	9.8%	12.3%	12.1%	9.8%	9.6%	8.5%	11.0%	11.9%

Performance metrics

CAGR last 5 years											
Net revenue	9.7%	7.0%	7.3%	0.2%	0.8%	1.0%	0.2%	1.2%	0.4%	-0.9%	0.0%
EBITDA	9.8%	8.4%	10.9%	14.3%	11.2%	7.3%	4.0%	0.0%	-4.5%	-0.1%	2.9%
EBIT	8.9%	8.4%	7.0%	16.1%	11.6%	6.6%	1.6%	-9.2%	-8.6%	-1.8%	2.0%
EPS	-1.4%	-2.8%	-41.8%	-4.7%	6.3%	-10.0%	-2.8%	-12.0%	-13.4%	0.4%	0.9%
DPS	2.1%	12.3%	n.m.	-3.0%	-6.4%	2.1%	-32.5%	8.4%	7.0%	2.5%	2.4%
Average last 5 years											
Average EBIT margin	6.5%	6.7%	6.6%	7.5%	8.5%	9.0%	9.2%	8.7%	8.0%	7.9%	8.1%
Average EBITDA margin	10.0%	10.3%	10.5%	12.0%	13.4%	14.2%	14.7%	14.5%	13.9%	14.0%	14.5%

VALUATION RATIOS - ADJUSTED EARNINGS

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E
P/E (adj)	8.5	10.1	13.3	15.6	19.2	11.0	17.7	11.9	17.5	13.0	11.4
EV/EBITDA (adj)	7.4	4.2	8.7	7.4	9.4	7.5	10.7	8.8	11.5	8.0	7.3
EV/EBITA (adj)	10.2	6.0	15.3	12.6	13.2	10.5	17.2	15.3	23.9	12.4	10.9
EV/EBIT (adj)	10.2	6.0	15.3	12.6	13.2	10.5	17.2	15.3	17.2	12.4	10.9

VALUATION RATIOS - REPORTED EARNINGS

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E
P/E	8.8	11.2	17.9	18.1	21.7	12.8	20.6	45.0	35.6	13.3	11.4
EV/Sales	0.89	0.54	1.09	1.23	1.62	1.27	1.68	1.48	1.46	1.37	1.30
EV/EBITDA	7.7	4.4	9.9	7.9	9.9	8.2	11.5	14.3	12.0	8.1	7.3
EV/EBITA	10.8	6.6	19.8	14.0	14.2	11.8	19.2	46.2	26.6	12.6	10.9
EV/EBIT	10.8	6.6	19.8	14.0	14.2	11.8	19.2	46.2	26.6	12.6	10.9
Dividend yield (ord.)	4.0%	52.4%	5.0%	4.0%	3.3%	5.2%	4.6%	5.6%	5.8%	6.0%	6.3%
FCF yield	5.3%	6.7%	5.4%	13.7%	4.6%	-5.9%	3.4%	5.1%	8.5%	10.7%	10.0%
FCF Yield bef A&D, lease adj	4.9%	6.5%	3.5%	13.8%	4.7%	-10.8%	7.5%	2.3%	5.7%	7.9%	7.1%
Payout ratio	34.2%	527.7%	66.3%	62.4%	63.4%	57.1%	81.5%	67.2%	102.1%	77.9%	71.6%

Source: Company data and Nordea estimates

BALANCE SHEET

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E
Intangible assets	501	498	508	482	489	500	592	604	604	604	604
of which R&D	0	0	0	0	0	0	0	0	0	0	0
of which other intangibles	280	281	289	268	270	279	372	378	378	378	378
of which goodwill	222	217	220	214	219	221	220	226	226	226	226
Tangible assets	201	207	295	265	278	286	330	336	339	345	353
of which leased assets	0	0	86	68	84	88	110	105	106	106	106
Shares associates	30	34	29	24	32	29	31	30	30	30	30
Interest bearing assets	0	0	0	0	0	0	0	0	0	0	0
Deferred tax assets	29	30	28	27	28	29	28	49	49	49	49
Other non-IB non-current assets	0	0	8	8	4	4	4	4	4	4	4
Other non-current assets	0	0	0	0	7	6	11	14	14	14	14
Total non-current assets	762	770	868	807	838	854	996	1,036	1,039	1,045	1,053
Inventory	205	220	232	207	273	365	364	331	319	311	325
Accounts receivable	214	220	203	214	206	171	177	189	186	195	204
Short-term leased assets	0	0	23	23	23	23	33	34	33	33	34
Other current assets	53	31	29	29	26	56	58	61	60	63	66
Cash and bank	604	478	9	63	32	118	127	61	13	38	53
Total current assets	1,076	950	496	536	560	731	759	675	610	641	682
Assets held for sale	0	0	0	0	38	0	0	0	n.a.	n.a.	n.a.
Total assets	1,838	1,719	1,364	1,342	1,435	1,585	1,755	1,711	1,649	1,686	1,735
Shareholders equity	1,269	1,207	761	758	812	832	820	792	757	776	808
Of which preferred stocks	0	0	0	0	0	0	0	0	0	0	0
Of which equity part of hybrid debt	0	0	0	0	0	0	0	0	0	0	0
Minority interest	3	3	4	4	4	4	4	4	5	6	6
Total Equity	1,272	1,210	765	762	816	836	824	797	762	782	815
Deferred tax	73	44	33	31	32	35	39	37	37	37	37
Long term interest bearing debt	151	151	51	51	1	130	331	331	281	281	281
Pension provisions	13	13	13	13	13	11	12	12	12	12	12
Other long-term provisions	7	5	4	4	3	2	3	4	4	4	4
Other long-term liabilities	7	7	4	5	6	4	4	4	4	4	4
Non-current lease debt	0	0	88	72	89	93	117	114	116	116	116
Convertible debt	0	0	0	0	0	0	0	0	0	0	0
Shareholder debt	0	0	0	0	0	0	0	0	0	0	0
Hybrid debt	0	0	0	0	0	0	0	0	0	0	0
Total non-current liabilities	252	220	194	175	144	275	506	502	454	454	454
Short-term provisions	8	5	4	6	15	5	6	4	3	4	4
Accounts payable	247	268	268	310	139	69	102	88	114	120	125
Current lease debt	0	0	23	23	23	23	33	34	33	33	34
Other current liabilities	10	7	2	6	234	183	191	211	208	218	228
Short term interest bearing debt	49	10	109	61	64	195	93	76	76	76	76
Total current liabilities	314	290	406	405	475	475	425	413	434	451	467
Liabilities for assets held for sale	0	0	0	0	0	0	0	0	0	0	0
Total liabilities and equity	1,838	1,719	1,364	1,342	1,436	1,585	1,755	1,711	1,649	1,686	1,735
Balance sheet and debt metrics											
Net debt	-404	-317	262	144	145	324	447	494	492	468	453
of which lease debt	0	0	111	95	112	115	151	148	148	149	149
Working capital	216	197	194	135	132	339	306	281	243	232	242
Invested capital	978	966	1,062	942	969	1,193	1,301	1,318	1,282	1,277	1,295
Capital employed	1,472	1,371	1,036	969	993	1,277	1,398	1,351	1,267	1,288	1,321
ROE	13.4%	6.6%	5.2%	8.9%	11.0%	12.0%	8.5%	3.3%	4.2%	11.4%	12.9%
ROIC	8.2%	8.2%	6.0%	8.6%	12.8%	11.0%	7.0%	6.7%	5.9%	8.2%	9.1%
ROCE	7.2%	7.1%	6.4%	10.9%	15.7%	13.3%	8.3%	8.1%	7.4%	10.3%	11.4%
Net debt/EBITDA	-3.0	-2.3	2.2	0.8	0.7	1.7	2.7	4.1	3.6	2.3	2.0
Interest coverage	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.
Equity ratio	69.1%	70.2%	55.8%	56.5%	56.6%	52.5%	46.7%	46.3%	45.9%	46.0%	46.6%
Net gearing	-31.7%	-26.2%	34.3%	19.0%	17.8%	38.7%	54.2%	62.0%	64.6%	59.8%	55.6%

Source: Company data and Nordea estimates

CASH FLOW STATEMENT

EURm	2017	2018	2019	2020	2021	2022	2023	2024	2025E	2026E	2027E
EBITDA (adj) for associates	137	135	119	174	204	194	165	120	138	203	224
Paid taxes	-26	-26	-18	-20	-36	-29	-12	-12	-10	-26	-31
Net financials	-1	-5	-3	-4	-5	-7	-15	-21	-23	-17	-17
Change in provisions	-9	-5	-2	1	9	-13	3	-2	0	0	0
Change in other LT non-IB	-2	-2	-8	0	-1	-3	-4	-23	0	0	0
Cash flow to/from associates	0	0	0	0	0	0	0	0	0	0	0
Dividends paid to minorities	0	0	0	0	0	0	0	0	0	0	0
Other adj to reconcile to cash flow	-2	-4	5	2	9	6	-28	22	0	0	0
Funds from operations (FFO)	97	93	93	153	180	148	110	84	105	160	176
Change in NWC	7	13	4	46	-57	-209	111	29	38	12	-11
Cash flow from operations (CFO)	104	106	97	199	123	-61	221	112	143	172	166
Capital expenditure	-33	-46	-40	-30	-34	-48	-51	-53	-45	-47	-49
Free cash flow before A&D	71	60	57	169	88	-110	170	60	99	125	117
Proceeds from sale of assets	8	3	1	1	3	36	1	2	0	0	0
Acquisitions	-2	-1	-8	-2	-4	0	-122	0	0	0	0
Free cash flow	77	62	50	169	87	-74	49	62	99	125	117
Free cash flow bef A&D, lease adj	71	60	33	169	88	-136	108	28	66	92	83
Dividends paid	-87	-60	-51	-46	-49	-63	-65	-63	-68	-68	-70
Equity issues / buybacks	0	-3	-1	0	0	-18	0	-1	0	0	0
Net change in debt	7	-43	-1	-45	-48	259	53	-26	-50	0	0
Other financing adjustments	14	17	10	1	2	5	2	1	-29	-32	-32
Other non-cash adjustments	110	-99	-475	-26	-23	-23	-29	-40	0	0	0
Change in cash	121	-126	-469	53	-31	86	10	-67	-48	25	15
Cash flow metrics											
Capex/D&A	84.5%	n.m.	67.2%	39.4%	55.8%	81.0%	77.0%	63.6%	59.0%	64.2%	65.6%
Capex/Sales	2.8%	4.1%	3.7%	2.7%	2.7%	3.9%	4.5%	4.5%	3.9%	3.9%	3.9%
Key information											
Share price year end (/current)	18	11	11	15	23	15	18	15	14	14	14
Market cap.	1,458	915	922	1,227	1,884	1,260	1,445	1,210	1,165	1,165	1,165
Enterprise value	1,057	601	1,188	1,375	2,033	1,587	1,895	1,708	1,662	1,638	1,625
Diluted no. of shares, year-end (m)	81.9	81.9	81.9	81.9	81.9	81.9	81.0	81.0	81.0	81.0	81.0

Source: Company data and Nordea estimates

Disclaimer and legal disclosures

Origin of the report

This publication or report originates from: Nordea Bank Abp, including its branches Nordea Danmark, Filial af Nordea Bank Abp, Finland, Nordea Bank Abp, filial i Norge and Nordea Bank Abp, filial i Sverige (together "Nordea") acting through their units Nordea Markets and Equity Sales & Research.

Nordea Bank Abp is supervised by the European Central Bank and the Finnish Financial Supervisory Authority and the branches are supervised by the European Central Bank and the Finnish Financial Supervisory Authority and the Financial Supervisory Authorities in their respective countries.

Content of report

This report has been prepared solely by Nordea Markets or Equity Sales & Research.

Opinions or suggestions from Nordea Markets credit and equity research may deviate from one another or from opinions presented by other departments in Nordea. This may typically be the result of differing time horizons, methodologies, contexts or other factors.

The information provided herein is not intended to constitute and does not constitute investment advice nor is the information intended as an offer or solicitation for the purchase or sale of any financial instrument. The information contained herein has no regard to the specific investment objectives, the financial situation or particular needs of any particular recipient. Relevant and specific professional advice should always be obtained before making any investment or credit decision.

Opinions or ratings are based on one or more methods of valuation, for instance cash flow analysis, use of multiples, behavioural technical analyses of underlying market movements in combination with considerations of the market situation and the time horizon. Key assumptions of forecasts or ratings in research cited or reproduced appear in the research material from the named sources. The date of publication appears from the research material cited or reproduced. Opinions and estimates may be updated in subsequent versions of the report, provided that the relevant company/issuer is treated anew in such later versions of the report.

Validity of the report

All opinions and estimates in this report are, regardless of source, given in good faith, and may only be valid as of the stated date of this report and are subject to change without notice.

No individual investment or tax advice

The report is intended only to provide general and preliminary information to investors and shall not be construed as the basis for any investment decision. This report has been prepared by Nordea Markets or Equity Sales & Research as general information for private use of investors to whom the report has been distributed, but it is not intended as a personal recommendation of particular financial instruments or strategies and thus it does not provide individually tailored investment advice, and does not take into account the individual investor's particular financial situation, existing holdings or liabilities, investment knowledge and experience, investment objective and horizon or risk profile and preferences. The investor must particularly ensure the suitability of an investment as regards his/her financial and fiscal situation and investment objectives. The investor bears the risk of losses in connection with an investment.

Before acting on any information in this report, it is recommendable to consult (without being limited to) one's financial, legal, tax, accounting, or regulatory advisor in any relevant jurisdiction.

The information contained in this report does not constitute advice on the tax consequences of making any particular investment decision. Each investor shall make his/her own appraisal of the tax and other financial merits of his/her investment.

Sources

This report may be based on or contain information, such as opinions, estimates and valuations which emanate from: Nordea Markets' or Equity Sales & Research analysts or representatives, publicly available information, information from other units of Nordea, or other named sources.

To the extent this publication or report is based on or contain information emanating from other sources ("Other Sources") than Nordea Markets or Equity Sales & Research ("External Information"), Nordea Markets or Equity Sales & Research has deemed the Other Sources to be reliable but neither Nordea, others associated or affiliated with Nordea nor any other person, do guarantee the accuracy, adequacy or completeness of the External Information.

Limitation of liability

Nordea or other associated and affiliated companies assume no liability as regards to any investment, divestment or retention decision taken by the investor on the basis of this report. In no event will Nordea or other associated and affiliated companies be liable for direct, indirect or incidental, special or consequential damages (regardless of whether being considered as foreseeable or not) resulting from the information in this report.

Risk information

The risk of investing in certain financial instruments, including those mentioned in this report, is generally high, as their market value is exposed to a lot of different factors such as the operational and financial conditions of the relevant company, growth prospects, change in interest rates, the economic and political environment, foreign exchange rates, shifts in market sentiments etc. Where an investment or security is denominated in a different currency to the investor's currency of reference, changes in rates of exchange may have an adverse effect on the value, price or income of or from that investment to the investor. Past performance is not a guide to future performance. Estimates of future performance are based on assumptions that may not be realized. When investing in individual shares, the investor may lose all or part of the investments.

Conflicts of interest

Readers of this document should note that Nordea Markets or Equity Sales & Research has received remuneration from the company mentioned in this document for the production of the report. The remuneration is not dependent on the content of the report. Nordea, affiliates or staff in Nordea, may perform services for, solicit business from, hold long or short positions in, or otherwise be interested in the investments (including derivatives) of any company mentioned in the report.

To limit possible conflicts of interest and counter the abuse of inside knowledge, the analysts of Nordea Markets and Equity Sales & Research are subject to internal rules on sound ethical conduct, the management of inside information, handling of unpublished research material, contact with other units of Nordea and personal account dealing. The internal rules have been prepared in accordance with applicable legislation and relevant industry standards. The object of the internal rules is for example to ensure that no analyst will abuse or cause others to abuse confidential information. It is the policy of Nordea that no link exists between revenues from capital markets activities and individual analyst remuneration. Nordea and the branches are members of national stockbrokers' associations in each of the countries in which Nordea has head offices. Internal rules have been developed in accordance with recommendations issued by the stockbrokers associations. This material has been prepared following the Nordea Conflict of Interest Policy, which may be viewed at www.nordea.com/mifid.

Please find a list of all recommendations disseminated by Nordea Equities during the preceding 12-month period here: <https://research.nordea.com/compliance>

Distribution restrictions

The securities referred to in this report may not be eligible for sale in some jurisdictions. This report is not intended for, and must not be distributed to private customers in the UK or the US or to customers in any other jurisdiction where restrictions may apply.

This research report has not been prepared for distribution outside the EU, the UK or the US. The content of this research report is not a product disclosure statement or other regulated document for the purposes of the Australian Corporations Act 2001 (CTH). The distribution of this research report in Australia has not been authorised by any regulatory authority in Australia, and Nordea bank Abp is not licensed by the Australian Securities and Investment Commission to provide financial services in Australia.

This publication or report may be distributed in the UK to institutional investors by Nordea Bank Abp London Branch of 6th Floor, 5 Aldermanbury Square, London, EC2V 7AZ, which is under supervision of the European Central Bank, Finanssivalvonta (Financial Supervisory Authority) in Finland and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority in the United Kingdom. Details about the extent of our regulation by the Financial Conduct Authority and Prudential Regulation Authority are available upon request.

Nordea Bank Abp ("Nordea") research is not "globally branded" research. Nordea research reports are intended for distribution in the United States solely to "major U.S. institutional investors," as defined in Rule 15a-6 under the Securities Exchange Act of 1934. Any transactions in securities discussed within the research reports will be chaperoned by Nordea Securities LLC ("Nordea Securities"), an affiliate of Nordea and a SEC registered broker dealer and member of FINRA. Nordea Securities does not employ research analysts and has no contractual relationship with Nordea that is reasonably likely to inform the content of Nordea research reports. Nordea makes all research content determinations without any input from Nordea Securities.

The research analyst(s) named on this report are not registered/qualified as research analysts with FINRA. Such research analyst(s) are also not registered with Nordea Securities and therefore may not be subject to FINRA Rule 2241 or FINRA Rule 2242 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

This report may not be mechanically duplicated, photocopied or otherwise reproduced, in full or in part, under applicable copyright laws.

Analyst Shareholding

Nordea analysts do not hold shares in the companies that they cover. No holdings or other affiliations by analysts or associates.

Fair value and sensitivity

We calculate our fair values by weighting DCF, DDM, SOTP, asset-based and other standard valuation methods. Our fair values are sensitive to changes in valuation assumptions, of which growth, margins, tax rates, working capital ratios, investment-to-sales ratios and cost of capital are typically the most sensitive. It should be noted that our fair values would change by a disproportionate factor if changes are made to any or all valuation assumptions, owing to the non-linear nature of the standard valuation models applied (mentioned above). As a consequence of the standard valuation models we apply, changes of 1-2 percentage points in any single valuation assumption can change the derived fair value by as much as 30% or more. All research is produced on an ad hoc basis and will be updated when the circumstances require it.

Marketing Material

This research report should be considered marketing material, as it has been commissioned and paid for by the subject company, and has not been prepared in accordance with the regulations designed to promote the independence of investment research and it is not subject to any legal prohibition on dealing ahead of the dissemination of the report. However, Nordea Markets analysts are according to internal policies not allowed to hold shares in the companies/sectors that they cover.

Market-making obligations and other significant financial interest

Nordea has no market-making obligations in Fiskars shares.

As of 15/06/2025, Nordea Abp holds no positions of 0.5% or more of shares issued by Fiskars.

As of the publication of this report, the issuer does not hold a position exceeding 5% of the total shares issued in Nordea Abp.

Investment banking transactions and/or services

Nordea has been lead or co-lead manager in a public disclosed offer of financial instruments issued by Fiskars over the previous 12 months.

Issuer Review

This report has not been reviewed by the Issuer prior to publication.

Completion Date

16 Jun 2025, 01:01 CET

Nordea Bank Abp	Nordea Bank Abp, filial i Sverige	Nordea Danmark, Filial af Nordea Bank Abp, Finland	Nordea Bank Abp, filial i Norge
Nordea IB & Equity Division, Equity Research Visiting address: Aleksis Kiven katu 7, Helsinki FI-00020 Nordea Finland	Nordea IB & Equity Division, Equity Research Visiting address: Smålandsgatan 17 SE-105 71 Stockholm Sweden	Nordea IB & Equity Division, Equity Research Visiting address: Grønjordsevej 10 DK-2300 Copenhagen S Denmark	Nordea IB & Equity Division, Equity Research Visiting address: Essendropsgate 7 N-0107 Oslo Norway
Tel: +358 9 1651 Fax: +358 9 165 59710	Tel: +46 8 614 7000 Fax: +46 8 534 911 60	Tel: +45 3333 3333 Fax: +45 3333 1520	Tel: +47 2248 5000 Fax: +47 2256 8650
Reg.no. 2858394-9 Satamaradankatu 5 Helsinki			